



**Department of Economic and
Development Services
Planning Division**

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**PLANNING COMMISSION STAFF REPORT
PUBLIC HEARING**

Application Type	Type V Legislative Amendment
Application Number	LA 2010-01
Project Description	Revise the City's sign regulations.
Project Location	Entire City
Zoning	All zones
Planner Assigned	Don Dolenc, Associate Planner
120-Day Deadline	Not applicable to legislative decisions
Date of Staff Report	August 31, 2010
Date of Public Hearing	September 23, 2010

BACKGROUND

The Mayor and City Council appointed a focus group of citizens to review the sign regulations in Section 3.110 of the Woodburn Development Ordinance, and recommended improvements for consideration by the Planning Commission and City Council. After much deliberation, the Sign Focus Group presented its recommendations to the Planning Commission in a series of workshops. The Commission now brings the matter forward for a public hearing.

Highlights of proposed revisions:

- Simplifies standards
 - Standardizes height of freestanding signs
 - Allows combined signage on larger sites
 - Simplifies text language
 - Replaces text with understandable tables
 - Eliminates the distinction between frontages for wall signs
 - Allows larger wall signs on buildings further from rights-of-way
- Simplifies processes
 - Eliminates Type II administrative review

- Electronic changeable-copy signs
 - Establishes standards for brightness and hold time
 - Allows electronic changeable-copy signs in residential zones for non-residential uses
- Non-conforming signs
 - Allows minor sign modification without total conformance
- Other goals
 - Reduces the number of exempt signs
 - Eliminates content-based text language
 - Establishes standards for flags
 - Allows A-frame signs on sidewalks in the downtown DDC zone, subject to standards

ANALYSIS AND FINDINGS OF FACT

Woodburn Comprehensive Plan

Findings: The Comprehensive Plan is a policy document that establishes the overall land use policy of the City. The policies and goals of the Comprehensive Plan are made specific and are implemented through subsidiary plans and ordinances, such as the Woodburn Development Ordinance. The specific provisions of the Development Ordinance must flow from and be consistent with the Comprehensive Plan – which itself must be consistent with statewide planning goals. The Woodburn Comprehensive Plan was originally adopted in 1978 and has been amended 8 times since then – most recently in 2005 – and has been acknowledged by the State of Oregon to be consistent with statewide planning goals. The Comprehensive Plan states on page 9:

“The City has had a sign ordinance since 1973. It has been successful in controlling proliferation of signs, mostly along main arterials. The sign ordinance was revised in 2004. The Sign Ordinance implements goals relating to public health, safety and welfare, basically for transportation safety and aesthetic goals. This type of ordinance should be continued.”

Conclusion: The proposed revision is consistent with the Comprehensive Plan. The proposed expansion implements the policies articulated for the sign ordinance.

Woodburn Development Ordinance

Findings: Legislative amendments are Type V legislative decisions. The Development Ordinance addresses Type V decisions in Section 4.101.06.E, Decision Making Procedures. The Planning Commission holds an initial public hearing on the proposal and makes a recommendation to the City Council. The City Council then holds a *de novo* public hearing and makes the City’s final decision.

Conclusions: The proposed amendment to the sign regulations is a Type V legislative decision. The decision-maker is the City Council.

Findings: The Oregon Department of Land Conservation and Development was sent a Notice of Proposed Amendment, as required by statute. A Notice of Public Hearing was sent to every owner of property within the City limits (over 5,800 owners), pursuant to State Ballot Measure 56. Notice was published in the Woodburn Independent. A Notice of Public Hearing was sent to every holder of a current City business license (over 1,000 licensees.) Staff fielded over 200 phone calls and visits from citizens requesting clarification or information.

Conclusion: The public hearing has been publicized.

CONCLUSION AND RECOMMENDATION

The proposed amendment is consistent with the Woodburn Comprehensive Plan and the Woodburn Development Ordinance. It is recommended that the Commission forward LA 2010-01 to the City Council with a recommendation of approval.

LIST OF ATTACHMENTS

- A. WDO 3.110 Proposed Sign Changes (edited version)
- B. WDO 3.110 Proposed Sign Changes (unedited version)
- C. WDO 3.110 Current Sign Standards

Note: The proposed revisions contain both “housekeeping” amendments that reorder provisions, provide clarity or correct clerical errors, and “substantive” amendments that change the allowable size, height, or other characteristics of signs. Attachment 2 presents the substantive changes in a “markup” format that shows deletions and additions. Attachment 3 is a “clean” version that is easier to read, but does not indicate which provisions have been changed. Marking up the numerous housekeeping amendments as well as the substantive amendments results in a document that is difficult to read. In order to simplify the presentation and concentrate on the substantive changes, the housekeeping amendments are not marked up. This follows the practice and recommendation of the Sign Focus Group.